

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

Vol. 2. No. 185.

Copyright, 1926, By
Automotive Daily News Publishing Corporation

NEW YORK, WEDNESDAY, MAY 19, 1926

Entered as second-class matter Aug. 27, 1925, Post 10 Cents. \$12 Per Year
Office, N. Y., N. Y., Under Act of March 3, 1879.

MFRS. TIMING PRODUCTION TO RETAIL DEMAND

Efficiency in Distribution Steadily Increasing

DETROIT, May 18.—In the opinion of leading motor people, the policy adopted two years ago of timing production to retail consumption is meeting its first important test, and proving that even a temporary saturation of the market can be prevented.

Credit for crystallizing action by the producers along this line goes very largely to Alfred P. Sloan, Jr., president of General Motors Corporation, who in the spring of 1924 announced that thereafter General Motors would base production schedules on the course of retail sales.



A. P. Sloan, Jr.

Practically all companies now obtain weekly or tri-monthly telegraphic reports of retail sales, and, in addition, a number have a large field force in constant telegraphic communication with the main office.

This close contact with the retail market forms a sharp contrast with conditions only a few years ago. One seldom hears of cars being "pushed out on dealers." Whatever amount of cars the dealer stocks during the winter is of his own choice and regulated by his own resources, while the stocking done by the manufacturers is their own burden.

A few companies have lately adopted the plan of applying mass production to the manufacture of parts during the winter for assembly during the big shipping months, but the general scheme is to manufacture ahead for spring and store on their own account. There was less storage of cars in Detroit during the winter of 1925.

(Continued on Page 8)

Cleveland-Canada Program Scheduled

Cleveland, May 18.—Leaders in the automotive field in Cleveland are members of a committee which is sponsoring better local trade relations with Canadian provinces through a Cleveland-Canada day on June 11.

Thousands of Canadians are expected to visit Cleveland that day, and later in the summer a similar number of Clevelanders are scheduled to return the call at Toronto. Arrangements were made at a recent meeting of a Cleveland delegation of thirty business leaders with Canadian business men at Toronto.

Members of the local organization include Windsor T. White, chairman of the board, and J. Rathbun, export manager of the White Motor Company; Fred H. Caley, secretary; Walter D. Meals, counsel, and Frank E. Fiske, publicity director for the Cleveland Automobile Club.

MECHANICS FROM RUSSIA WAIT FOR PASSPORTS

Moscow, May 18.—The fifty Russian mechanics who were invited to become guests of Henry Ford at his tractor school for six months are still waiting in Riga, Latvia, at their own expense. In spite of all efforts they have been unable to get United States passport visas.

The Amtorg Trading Corporation negotiated the purchase of several thousand tractors from Ford for the Russian government. It announces that the passport difficulties are being cleared up and that the mechanics will be authorized to proceed to Berlin in a few days.

TO STUDY DEVICES FOR MEASURING

Weights and Measures Conference Includes Motive Problems

Special from A. D. N. Washington Bureau
Washington, May 18.—Officials of the various states and cities charged with the protection of the public wherever goods are sold by weights and measures will participate in a four-day conference at the United States Bureau of Standards here May 25-28.

Devices used by the operators of filling stations in dispensing gasoline and lubricating oil to the motorists will be given considerable attention. It is expected that the present specifications for gasoline pumps will be modified to some extent.

The use of meters for the measurement of gasoline will be discussed by officials from the Pacific Coast, where such apparatus is in general use. The practice of filling bottles in advance of sale, and which are used for dispensing lubricating oil, will also be given attention by the conference.

The delegates will discuss the advisability of permitting a taximeter to be connected to the transmission drive shaft of a taxicab instead of to the front wheel, as is the common practice at present. It is claimed by some that the transmission drive for taximeters would result in overcharging the passenger when the streets are slippery because of the spinning of the back wheels, which would be registered by the meter as cab travel.

The coming meeting is the Nineteenth National Conference on Weights and Measures and will be opened by Dr. George K. Burgess, director of the bureau, as president. Secretary of Commerce Hoover and several prominent members of Congress, as well as state and local officials, are expected to deliver addresses.

DODGE ACQUISITION OF GRAHAM COMPLETED

Detroit, May 18.—Dodge Brothers, Inc., state that acquisition of Graham Brothers was completed May 1. In connection with this purchase Dodge Brothers, Inc., have sold \$8,250,000 5 per cent. purchase money notes, due in three equal installments of one, two and three years. These notes were privately placed and involve no public offering.

TIRE PRODUCTION STILL CURTAILED

Under Last Year's Schedule, but Pick-Up Expected

Akron, May 18.—While improvement is noted in retail tire sales, leading tire manufacturers continue to operate on reduced schedules.

Tire output in the Akron district now totals around 120,000 casings a day, compared with 140,000 a year ago. Production was curtailed at the beginning of this month.

Between 3,000 and 4,000 rubber workers have been laid off by the larger tire companies—most of the factories are operating five days a week or less.

Despite the unusually large inventories in the hands of manufacturers, indications are that present tire prices will be maintained until June 1. Dealers have been guaranteed protection against loss from possible price cuts until that date.

To make a reduction at this time would result in serious loss to the manufacturers, who would have to pay rebates on tires sold within the last few months. Furthermore, manufacturers claim that rubber now being used cost considerably more than current market prices.

Special sales and advertising campaigns are being conducted by several manufacturers to stimulate business.

April Sales Gain In Massachusetts

Boston, May 18.—Registration of motor vehicles in Massachusetts which had been lagging, due to the late spring, caught up with a rush in April, and 92,944 passenger cars were licensed, against 68,978 in the same month a year ago—a gain of 35 per cent.

The combined total of passenger and commercial car registrations for the five months ended April 30, 1926, reached the record total for any five months' period of 587,401.

FRENCH MICHELIN CO. BUYS TRACT IN CHINA

Washington, May 18.—With avowed intention of placing the entire area under rubber cultivation within the next two years, a tract of about 120,000 acres in the rubber belt of Cochin, China, has been acquired by the French Michelin Company, according to a report received at the Department of Commerce. This company is the leading European manufacturer of pneumatic tires.

ST. PAUL GASOLINE

St. Paul, May 18.—Gasoline went up 1 cent here yesterday, bringing the price to 24.2 cents, the highest in years, according to the announcement made by all companies. Kerosene is also up 1 cent.

MEXICAN OIL EXPORTS LESS

Tampico, May 18.—Exports of light and heavy crude, topped crude and distillates from Tampico district in April totaled 7,586,550 barrels, a decline of 1,384,864 barrels from March.

STEEL BODIES INCREASE MARGIN OF SAFETY 50%

New York, May 18.—Through the general use of steel bodies the margin of safety for automobiles increased 50 per cent. in the twelve months ended April 30, according to the National Safety Council, as announced by the Associated Press. This safety increase was made in spite of an increase of 22 per cent. in the number of collisions, the announcement stated.

GASOLINE BELOW PRICES IN 1925

Market More Stable In First Quarter of 1926, However

Chicago, May 18.—Comparative analysis of spot market prices for United States motor gasoline for the first twenty weeks of 1925 and 1926 shows that the average refinery gasoline price in effect at the first of each of the twenty weeks in 1926 has been 10.19 cents a gallon, compared with 10.49 cents a gallon as an average for the first twenty weeks of 1925.

Offsetting this loss of 3 cents a gallon in refinery gasoline price is the fact that the market has been more secure and stable in 1926 than in the same period of 1925, with fluctuations this year not approaching in extent anything like they did in early 1925.

To date the 1926 high of refinery motor gasoline is nearly 2 cents less than the high early in 1925, while the low of 1926 price is more than 2 cents above the low early in 1925.

Average tank wagon prices in effect throughout the United States thus far also have shown less violent fluctuations than early in 1925, although the average weekly tank wagon levels throughout the country in 1926 apparently have been roughly a quarter of a cent above those of the first twenty weeks in 1925. This would indicate a wider range spread between refinery and tank wagon prices this year than last. In actual practice this has not been the case.

The tank wagon prices used in posted markets are the posted tank wagon prices, but much tank wagon business is actually carried on below that figure, due to the operation of quantity discount and quantity dump rebates. Well-informed oil men estimate the average reduction now current due to the quantity discounts and other reductions to be 5 cents a gallon. Most of these reductions were not in effect at this time last year, hence it is likely that the actual average weekly spread has been slightly less this year than last.

JERSEY CITY TAXI DRIVERS ON STRIKE

Jersey City, N. J., May 18.—Taxi service came almost to a standstill here when about sixty chauffeurs employed by two leading taxicab concerns went on strike because their employers refused to grant their demands for shorter hours and an increase in wages.

Fifteen owners of one company drove their own cabs throughout the city following the strike.

M. A. M. A. SOUNDS OPTIMISTIC NOTE IN CLEVELAND

Mich. Members to Hold Similar Session At Detroit

CLEVELAND, May 18.—Current conditions and the outlook in the automotive industry were discussed at a meeting here tonight of directors and members of the Motor and Accessory Manufacturers' Association.

The discussion indicated the manufacturers' confidence in a substantial third quarter, though with business at a considerably slower pace than in the first half of the year.

The meeting was held at dinner at the Cleveland Hotel with H. L. Horning, president of the Waukesha Motor Company and president of the association, presiding. Mr. Horning held a confident attitude in his discussion of business conditions and opportunities in the industry. He was followed by M. L. Hemmings, general manager of the association, who reviewed the work of the association over its twenty-two years' history and outlined present plans and policies.

The keynote address was made by M. A. Moynihan, secretary and treasurer of the Gemmer Manufacturing Company and a director of the association.

DETROIT MEETING

Special from A. D. N. Detroit Bureau
Detroit, May 18.—Michigan members of the Motor and Accessory Manufacturers' Association will meet at dinner in the Statler tomorrow evening to discuss conditions in the industry. It is expected that nearly seventy-five will attend the dinner.

Directors of the association, including C. H. L. Flintermann, Michigan Steel Casting Company; M. A. Moynihan, Gemmer Manufacturing Company, and E. B. Clark, Clark Equipment Company, Buchanan, Mich., will be present at the meeting. H. L. Horning, Waukesha Motor Company, Waukesha, Wis., president of the association, and M. L. Hemmings, its general manager, will also be on hand. A committee composed of Mr. Moynihan, Mr. Flintermann, T. M. Simpson, Continental Motors Corporation, and D. W. Rogers, Federal-Mogul Corporation, will handle the details of the meeting. The dinner will be preceded by a reception, in charge of the following committee:—

C. W. Dickerson, Timken Detroit Axle Company; E. R. Ailes, Detroit Steel Products Company; Wm. C. P. Smith, Spender Smith Machine Company; A. P. Lauer, Bohm Aluminum Company; F. T. Burgis, Motor Products Company; W. S. Isherwood, A. C. Spark Plug Company; B. J. Adams, Motor Wheel Corporation; L. M. Hamlin, McCord Radiator and Manufacturing Company; T. M. Simpson, Continental Motors Corporation; D. W. Rodger, Federal-Mogul Corporation, and F. A. Cornell, C. G. Spring and Bumper Manufacturing Company.

Auto Sales Continue to Gain in So. California

By JOHN C. WETMORE

Los Angeles, May 18.—Sales of automobiles in Southern California continue to show gains over last year's corresponding periods. While new passenger registrations in April showed a drop of about 20 per cent. over those of March, they disclosed an 8.6 per cent. gain over April, 1925.

The drop from the previous month, however, was to be expected since March, as a rule, is California's biggest automobile selling month. The comparative record of Southern California's 20 "best sellers" for April was:—

	April 1926	April 1925	Over '25	P. C. Gain
1—Ford	2,436	2,311	125	5
2—Dodge	1,105	820	285	78
3—Chevrolet	974	1,221	-247	-20
4—Buick	809	471	338	71
5—Studebaker	527	480	47	9
6—Chrysler	457	154	303	196
7—Nash	352	240	112	46
8—Hudson	290	473	-183	-38
9—Oakland	266	158	108	68
10—Star	251	408	-157	-38
11—Will's-Knott	234	166	68	40
12—Essex	211	486	-275	-56
13—Oldsmobile	184	124	60	32
14—Overland	147	227	-80	-36
15—Cadillac	130	84	46	54
16—Packard	129	162	-33	-20
17—Hupmobile	129	94	35	37
18—Pontiac	127
19—Ajax	118
20—Paige	116	16	100	600

It will be seen from the above that the biggest numerical gains were made by Dodge, Buick and Chrysler. Chrysler and Paige more than doubled their last year's April sales. That pair of lively newcomers—Pontiac and Ajax—continued their neck-and-neck race, with sales of over 100 each.

The present upward trend of California's Southland toward the buying of higher priced cars is very noticeable in the registrations, the biggest numerical gains being scored by the medium low-priced makes mentioned in the previous paragraph.

The four cars of the pony class, which in the not far distant past accounted for more than half of California's sales, dropped to 39 per cent. in April. Ford, normally registering a little over 30 per cent. of the total, dropped last month to a ratio of 25, even though its sales were 125 in excess of those of April, 1925. Dodge, Buick, Chrysler and Nash, with 2,723 registrations, came within 1,000 sales of the "pony four," whose total was 3,810. Adding Oakland, Essex, Oldsmobile, Pontiac and Ajax and the total of this middle low-priced group would fall only 101 short of equaling the aggregate sales of the "ponies."

CONDEMN AUTO CAMPS

Chicago, May 18.—Members of the Outdoor Association, which conducted a successful show at the Coliseum last week, passed resolutions condemning the free camping site. The members are in favor of public camping grounds with a nominal charge of 50 cents per car.

GOVERNMENT COMPLETING CROSS-COUNTRY AUTOS

Special from A. D. N. Washington Bureau

Washington, May 18.—The War Department today announced that cross-country automobiles capable of traveling on paved roads or across fields for military purposes are nearing completion at Aberdeen Proving Grounds, Aberdeen, Md.

The machines are of special design, with all unnecessary accessories eliminated and with special balloon tires. Three will be tested by the First Cavalry division along the Mexican border and the fourth by the Field Artillery at Fort Bragg, N. C.

Quality of Gasoline Has Not Lowered

Washington, May 18.—Gasoline

being sold today is as good as that sold six years ago and in the intervening time, the United States Bureau of Mines announced today. The bureau has just completed a special survey made in many cities of the United States, involving a total of about 150 samples.

Whether gasoline of the future will have the same characteristics it has had since 1920 will depend, to a great extent, on whether it will be necessary or desirable to have those characteristics, A. J. Kraemer, associate petroleum chemist of the bureau, told Automotive Daily News. This question, he added, is bound in the topic of automotive developments.

He pointed out that there is a distinct advantage in using a motor fuel as heavy as the engine can utilize, in that the energy content of a heavy fuel is in general larger per gallon than a lighter fuel.

Another factor is that the demand for gasoline is enormous. Mr. Kraemer pointed out, and everything which can be made to serve as motor fuel sooner or later will have to be used.

"When crude oil and gasoline are as plentiful as they have been during the past few years," he added, "there is not the incentive to the most economical utilization."

BRISBANE TO REFEREE

Indianapolis, May 18.—Arthur Brisbane will appear in a new role at the fourteenth international 500-mile race at the Indianapolis Motor Speedway on Monday, May 31. He will be referee of the world's greatest racing contest, which annually attracts more spectators than are gathered together for any other American event. Charles M. Schwab was referee last year and Henry Ford the previous year.

Slight Slump in April Building

New York, May 18.—A slight slowing down in building operations throughout the country is indicated in the reports of building permits issued in the 484 leading cities and towns which reported new building plans of \$440,376,537 compared with \$479,833,247 in April, 1925, a loss of 8 per cent. There was a slight gain from March, however, when the volume of permits issued in these places was \$433,852,219.

Since January 1 permits for \$1,411,826,336 have been issued compared with \$1,432,126,681 last year. The first third of the year, therefore, wound up with activities slightly behind the record for the same period last year.

Whether these losses will continue and bring the industry to the end of the year with a considerable shrinkage of activities compared with the phenomenal record of 1925 or whether there will be a revival later in the year are points that cannot be determined, although no one familiar with building conditions throughout the country is looking for a pronounced falling off.

In the group of twenty-five cities reporting the greatest volume of permits issued during the month there was a loss from both last April and from March of about 4 per cent. The figures, however, represented a substantial gain over April, 1923 and 1924, and were about 100 per cent. ahead of 1922.

Some heavy losses were scored in this group. The borough of Manhattan, New York, lost \$14,000,000. Losses of consequence in other cities were: Chicago, \$4,500,000; Philadelphia, \$10,200,000; Los Angeles, \$3,000,000; St. Louis, \$5,000,000; Cleveland, \$3,000,000; Baltimore, \$2,600,000, and Louisville, \$2,000,000. On the other hand many substantial gains were shown as follows: Borough of Bronx, New York, \$10,000,000;

LOUIS CHEVROLET STILL IN THE RUN

Special from A. D. N. Detroit Bureau

Detroit, May 18.—Many of the veterans of the automotive industry are very young men still. They won their spurs when they were just out of their 'teens and had reached the heights at an age when most men are still in the primary school of business. But here and there is a man who has more than a quarter of a century of productive activity to his credit.

Louis Chevrolet, who will drive a Chrysler eighty to pace the Speedway field at Indianapolis on May 31, is one of these. He came to the United States in 1900, after having driven racing motor tricycles in France, and here he began working in various automotive factories and branch houses. In 1905 he joined the F. I. A. T. staff and began racing.

In his first appearance as a racing driver in this country he broke a world's record by driving a mile in 52.45 seconds at the Morris Park track.

Fifteen years later the Monroe, a Chevrolet-built racer, driven by Gaston Chevrolet, won the 1920 classic.

Brooklyn, \$4,000,000; Detroit, \$2,500,000; Washington, \$2,300,000; Boston, \$3,450,000; San Francisco, \$1,200,000; Newark, \$1,700,000; Mount Vernon, N. Y., \$2,300,000; Houston, \$1,100,000; Tampa, \$2,000,000; Gary, Ind., \$1,700,000, and Evanston, Ill., \$1,200,000.

The South continued to lead the rest of the country in building activities. In 114 leading cities of the 11 Southern states gains of approximately 2 per cent. were made over April last year. The 27 leading cities and towns of Florida reported permits of \$19,599,374 compared with \$14,063,339 last April and with \$18,611,433 in March this year.

Auto Mfrs. Address Texas Dealers

Galveston, Tex., May 18.—About 500 or more automotive dealers were present at the annual Texas Automotive Dealers' Association sessions last week.

Among the noted officials of automobile manufacturing companies who spoke were: F. E. Moskovics, president of the Stutz Motor Company; officials of the Overland Motor Car Company; General Motors Acceptance Corporation, Buick Motor Company and officials of the Ford company.

Discussions at the convention included payments on time as they affect the automobile dealer, accessory selling, parts and service, advertising to get service and problems that confront the present day dealer.

Many of the visitors at the convention remained for the annual Bathing Girls' Contest.

AUTO INSURANCE IN WASHINGTON INCREASES

Olympia, Wash., May 18.—Motor vehicle insurance business in the state of Washington during the year just closed showed a large increase over the previous year, according to figures just compiled by the state insurance commissioner. Premiums totaling \$5,171,003 were paid on motor vehicle insurance of all classes last year, the report shows, while the losses during the same period, amounting to about 50 per cent. of the premiums, were \$2,576,571.

ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

10 Day Canadian Cruises

New York — Quebec

The Luxurious S. S. "FORT ST. GEORGE" with make 2 unusually attractive cruises (no freight)

Sailing from New York JULY 3 and 17

Allowing Two Days at Quebec for Sightseeing

Sailing through the Gut of Canso and Northumberland Straits, the broad St. Lawrence, the Saguenay River and thence on to Quebec, enabling tourists to visit the wonderful shrine of Ste. Anne de Beaupre and other historical places. Magnificent scenery, smooth water, cool weather. The ship has spacious promenade decks, and all deck games, many rooms with bath, finest cuisine, etc. Orchestra for dancing.

The round trip occupies 10 days, rate \$150 and up, or one way to Quebec, \$80 and up

Return Sailings From Quebec July 9 and 23

Single or Round Trips From Quebec

at Same Rates as From New York

No Passports required. For illustrated literature address

FURNESS BERMUDA LINE, 34 Whitehall St., New York

Or Any Local Tourist Agent

Some of the largest and most successful automobile merchandisers in the world have recently acquired the Star franchise. Naturally, there are many other dealers who are following their lead.

MORE POWER and SUPERIOR QUALITY

Low-cost Transportation.

Star Cars

DURANT MOTORS, INC., General Sales Dept., 1619 Bway., New York City

L. A. Car Sales Improve; Increases Small in K. C.

LOS ANGELES, May 18.—Local dealers noticed an appreciable picking up in both their new and used car sales during the past week since California touring weather has come to stay.

The beach and mountain resorts are reporting heavy tourist business, and dealers are feeling this condition in increased volume.

During the past month Maddux, Lincoln dealer, reported thirty-four retail deliveries totaling approximately \$170,000. This is an unprecedented volume for Lincoln cars in this territory, according to Jim Kane, manager.

C. M. Steves, regional manager on the Pacific Coast for the Flint Motor Company, reports that sales are improving for Flint.

The Albertson Motor Company, Dodge Brothers distributor for southern California, reports that Dodge Brothers cars are now in second place in this territory, being exceeded in sales volume by only one make. Sales are steadily mounting, it reports.

Cadillac sales have increased to such an extent that another large dealership has been opened by Don Lee, California distributor, to take care of the big business originating in the Hollywood territory.

KANSAS CITY

Kansas City, May 18.—While Kansas City motor car dealers agree sales are better than this time last year, yet there is a general feeling that business is not as good as was expected.

"We planned on at least a 100 per cent. increase in sales over this time last year, but so far we are only a few cars ahead," one dealer said. And his statement summarizes the situation as a whole, with some few claiming business extra good and others that it is very poor.

The used car situation continues to be the big drawback, many dealers preferring to lose sales rather than to handle used cars except where they can make a quick turnover.

Carl Zeller, branch manager for the Moon Motor Company here, says sales in the territory outside Kansas City are better than in the city.

The W. C. Howard Motor Company, Hupmobile distributor, reports sales as slightly above this time last year in Kansas City, but that outside sales are better. The company also reports its used car stock at the lowest point in two years.

H. H. Mundy, manager of the branch here of the Olds Motor Works, has returned from a trip through the Southwest and finds conditions good. Sales of Oldsmobiles in the territory are showing an increase of more than 100 per cent., he says. The King Motor Company, Oldsmobile retail dealer here, also reported a continued gain in sales.

ROCHESTER OLDS DEALER STAGES PRIZE CONTEST

Rochester, N. Y., May 18.—G. W. Honner, Rochester distributor of Oldsmobiles, has offered \$100 in prizes to contestants who write him giving ten best reasons why any one should buy an Oldsmobile in preference to any other car in its price class. The contest will close at 9 o'clock on May 20.

TRAINLOAD OF DODGES

Houston, Tex., May 18.—The first trainload of Dodge Brothers automobiles to be shipped into Texas and the first trainload of automobiles of any kind to move into the Rio Grand Valley passed through Houston recently on the Missouri Pacific's Gulf Coast lines en route to Brownsville. The cars were consigned to Jesse Dennett, Inc., and associate Dodge dealers in that territory.

ONE WITH PACKARD

Chicago, May 18.—George F. Cone, formerly general manager of the Broadway Flint Company, has joined the executive staff of the George Marquette Motor Company, Chicago Packard dealer.

CATCHY SLOGANS HELP SELL CARS

Rochester, N. Y., May 18.—"Everybody's Talking Jordan," said a sign carried on the front of Rochester electric cars recently. It was the beginning of a campaign of the George W. Stafford Motor Company, Rochester Jordan dealer, to put Jordan in every one's mind and conversation.

"Give Her a Jordan for Christmas," read a sign appearing during December. After the holiday it was changed to read "See the Jordan at the Rochester Automobile Show, January 25-30."

"Yes, sir, that's my Jordan," said "Yes, Sir, That's My Jordan," said a sign appearing this spring, and surely enough the very people who were singing, "Yes, sir, that's my baby," found the new phrase applicable to the music of their favorite refrain. "Keep Up With the Bandwagon in a Jordan," and "Oh, My, How I Want a Jordan," appeared subsequently.

Many sales have been traced directly to the unique form of advertising, according to Mr. Stafford, who believes he is the only dealer in the country using the outside of the electric car for advertising space. Coupled with newspaper display ads it is planned to continue the idea with the purpose of getting people to talking Jordan.

The firm and its salesmen are solidly back of the idea, and all contribute slogans for the car ads, which are about 20 by 36 inches in size. They are carried directly on the front of the cars where they must be seen by those awaiting the trolleys, or motorists driving past. Every street car making local runs in the city of Rochester carries the signs, and it has been found to be a fact that the public not only is reading them, to the advantage of the advertiser, but anxiously awaits the appearance of new slogans.

Conn. Contest Will Be Big Game Hunt

Hartford, Conn., May 18.—The L. & H. Motor Company, local distributor of the Hupmobile, has begun another intensive sales campaign. The opening gun was fired last week at the sales quarters when 130 members of the sales organization from all over the state met for the so-called big game hunt. The used-car department was transformed into a jungle, plentifully supplied with big game of all varieties. Major Thomas W. Campbell, president and general manager of the company, led the way and all present managed to get their share of the game.

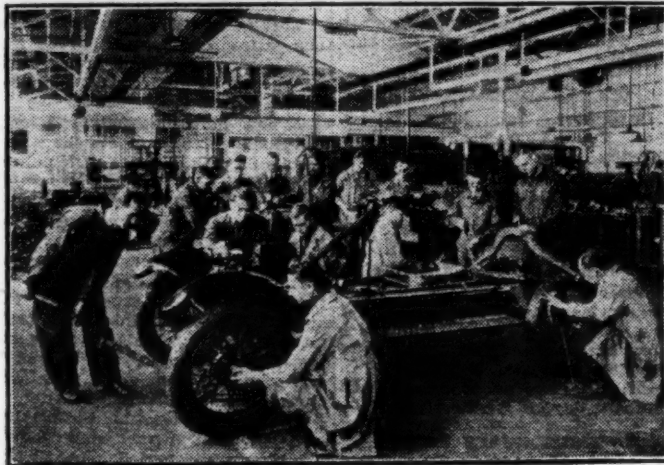
Following the dinner Major Campbell and C. E. Emery, wholesale manager, addressed the salesmen on the objects of the sales campaign. Each sales organization will be divided into a camp and each sales manager will be a guide.

Under the rules of the contest the sale of an eight-cylinder Hupmobile berline will constitute 2,000 points, or an elephant; a sedan or coupe 1,500 points, or a lion, etc. A cancellation or loss of business will count a loss of 100 points or a skunk. The contest closes on June 30.

ADS BRING RESULTS

Rochester, N. Y., May 18.—Advertising to take old cars in trade has drawn customers to the used car department of the Mabbett Motor Company, Rochester Cadillac dealership. The company found time in March also to dispose of 42 new Cadillacs and in April to sell 48 in their Rochester territory, rather an unusually big sale for a high price car.

FORD STUDENT GROUP. Fourteen nations are represented in this group enrolled for instruction in the world-wide Ford service. An enrollment of more than 300 foreign students representing twenty-three different countries is reported at the Ford School of Technology.



BARGAIN BASEMENT FOR USED CARS UPSTAIRS

Philadelphia, May 18.—Al D. Innis, the newly appointed manager of the Flint Motor Company's used car department at 900 North Broad St., believes that he has the only upstairs basement in the world.

Taking his cue from department stores, Mr. Innis decided to inaugurate the bargain basement for used cars. Because the building did not have an adequate basement, he decided to make a "basement upstairs." Customers coming in to the ground floor salesrooms of the Flint used car department now see an arrow pointing to a sign reading: "BARGAIN BASEMENT UPSTAIRS—Walk a flight and save \$100."

Innis is authority for the statement that the unusual sign has been productive of considerable business.

NEW REGIONAL OFFICES AT CHEVROLET PLANT

Flint, Mich., May 18.—New regional offices are being opened at the Flint plant of the Chevrolet Motor Company to take care of the expansion of business in the sales department of the Flint region.

The increasing number of dealers whose business is being handled through the Flint plant, together with the rapid increase in the business of these dealers, has necessitated an expansion in the sales department commensurate with the expansion of the production program. A. F. Young, regional sales manager, declared, J. W. Rider, assistant to Mr. Young, will be in active charge of zone 1.

Appleton, Wis., May 18.—The Stanton Tire Company, one of the oldest in the city and dealers in General tires, is erecting a two-story and basement brick building.

Wisconsin Sales Gain 62% in April Over March Totals

Madison, Wis., May 18.—An increase of 62 per cent. in automobile sales in April compared with March is reported for Wisconsin by Secretary of State Fred R. Zimmerman in his tabulations of the new car registrations for the month.

Total cars registered were 11,479 as compared with 7,161 for March. Truck registrations for April were 1,843, compared with 1,096 for March.

Ford led the list with 4,836 new cars and 1,088 trucks, representing an increase of 2,450 vehicles. Chevrolet was second with 2,162 trucks and cars, an increase of over 950 vehicles.

Other motors ranked in the following order for April, all showing a decided increase in sales over the previous month: Buick 654, Essex 610, Dodge 570, Overland 524, Nash 354, Chrysler 309, Oldsmobile 230, Star 238, Studebaker 232, Hudson 216, Pontiac 111, Oakland 110, Willys-Knight 100, Ajax 91. Chrysler and Pontiac doubled their sales in Wisconsin in April.

Truck registrations show Ford in the lead with 1,088 sales in April as compared with 701 in March; Chevrolet, 283 in April and 141 in March. Other rankings were: Graham Brothers 75, Dodge 73, International Harvester 65, Reo 46, Mack 35, Federal 22.

The remarkable increase in car registrations in Wisconsin since the first of the year is illustrated in the following table:—

	New Cars.	New Trucks.
January	4,764	724
February	4,998	818
March	7,161	1,096
April	11,479	1,843

Chicago, May 18.—Floyd D. Cerf, manager of the Chicago branch of the Stutz Motor Car Company, acted as host this evening to his dealer organization at a banquet at the Hotel Metropole.

for Economical Transportation



After a Chevrolet salesman has absorbed the complete selling information contained in Chevrolet's new Sales Manual, "Selling Chevrolets", he will have at his finger tips the specialized training that will result in greater income for him and greater sales volume for his dealer.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring - \$510	Coach - \$645	1/2-Ton Truck \$395
Roadster - 510	Sedan - 735	(Chassis Only)
Coupe - 645	Landau - 765	1-Ton Truck 550
		(Chassis Only)

All Prices f. o. b. Flint, Mich.

QUALITY AT LOW COST

1
9
2
6

XUM

Erect New Houde Plant in Buffalo

Buffalo, N. Y., May 18.—Work will be started this month on a new administration building at the plant of the Houde Engineering Corporation. The new building will be erected at the corner of Winchester and Delavan Avenues. It will be of brick and steel, two stories high, having a floor space of 14,000 square feet and a frontage on East Delavan Avenue of 75 feet. This will be the third building erected by the Houde Corporation in less than eighteen months.

Largely increased business is responsible for the addition, company officials said. April of this year, according to W. A. Clare, sales manager of the corporation, shows an increase of 39 per cent. as compared with the same month in 1925.

Production of the Houde shock absorbers has taken full time and overtime of the plant since March, 1925.

The York Company, Buffalo factory distributors, have recently moved into new quarters in the Cold Springs section in Main Street, quadrupling their space. The outlook for 1926 continues to be decidedly good, officials claim.

N. A. C. C. FORUM

Detroit, May 18.—Service managers of the N. A. C. C. will hold a two-day forum in the General Motors building June 15 and 16, fol-

WITH THE TRADE

NAMED DISTRIBUTOR

Tacoma, Wash., May 18.—The Charles B. Roger Company, Inc., Tacoma Willard battery distributor, has been named distributor in this territory for the Schebler carburetors.

TO HANDLE WATSON

Davenport, Ia., May 18.—C. Scott Young has been appointed distributor for Watson stabilizers in this territory. He has leased quarters at 126 East 4th St.

BUILDING NEW PLANT

Rochester, Pa., May 18.—The Correct Measure Company, manufacturer of visible gasoline pumps for service stations, is building a new plant in Fallston, two miles from here, and will move to the new factory about June 15. The plant will have a capacity of 200 pumps a day, it is said.

BUTLER CHAIN SALES

Butler, Pa., May 18.—At a dinner for officials and directors of the Butler Chain Company at the Hotel Nixon here it was announced that the business of the concern was rapidly growing. The company is specializing in an automobile chain. E. H. Bishop, formerly with the Standard Steel Car Company here, is the general manager.

lowed on the 17th by an inspection trip to the General Motors proving ground near Milford, Mich.

'Fool Proof' Safety Device Invented

Baltimore, May 18 (U. T. P. S.).—Go slow!

This admonition seen at dangerous railroad crossings, curves and grades may soon be as superfluous as an ice manufacturing machine at the North Pole.

A new invention, patented by a Baltimore man, compels the automobile to slow down at such points, no matter how hard the operator "steps on it," it is asserted. Charles Adler, Jr., a safety engineer, is the inventor.

The device controls the speed through ignition. The power of the automobile exceeding the speed limit set on the device (and any limit may be set) when crossing a magnet set in the roadbed is automatically cut off. It is restored later by another magnet.

The device consists, essentially, of a powerful magnet concealed in a concrete box buried beneath the surface of the roadway at a proper distance from the railroad crossing. As the approaching car passes over the magnet it operates a small relay fitted in a metal box on the front axle of the car a few inches above the ground.

This action continues until the road magnet at the danger point is reached, when another impulse is received that causes the pendulum-armature to swing back and close its contact, thereby restoring the ignition circuit to its normal path.

Seattle Garage Men Fight Ban Against Curb Pumps

Seattle, May 18.—In the face of orders from the city Department of Public Works that all curb pumps in Seattle must be removed by June 1, there is serious protest on the part of garage men who have curb pumps.

At a meeting recently held it seemed the consensus that the order should be combated in the courts. Such action has been taken in Spokane, where an active fight is now under way, sponsored by the Curb Pump Operators' Association, of which E. G. Auerswald is president. A mandamus writ was filed against the city of Spokane recently by a service station operator demanding enforcement of the newly enacted ordinance there against pumps along the curb, or the council must show cause why removal should not be carried out.

It is estimated that 200 local pumps are affected, and the cost of the installation involved runs into big figures. Curb pumps have always been legal here and were installed by owners with the belief that they were legal, and after permits had been obtained from the council. Now the curbmen think it an injustice to force removal. In view of the development of the modern service station it may be a policy of the future to not issue any more permits for curb pumps, some of the operators maintain, but they figure it unfair to remove those in operation now where there is no interference with traffic. The basis of removal is "public nuisance."

It is admitted that a few curb pumps are so located as to come under this indictment, but in most cases there is no interference with the orderly movement of traffic on the streets or highways.

The Independent Service Station Owners Association, nineteen members of which have curb pumps in Seattle, as well as drive-in stations, has not taken any definite stand in the fight as a body.

Curb pump men are advised to immediately write to the city Department of Public Works setting forth reasons why their pump or pumps do not interfere with traffic, are not a public nuisance and should not be removed. Such action may result in at least temporary extension of time set for removal, and in meantime there will probably be court decision.

The curb pump men are getting ready to carry the case to the Supreme Court in Spokane, if necessary.

BOWSER OFFICIALS TAKE COURSE IN CRATING

Fort Wayne, Ind., May 18.—V. W. Davies, traffic manager, and E. J. Brannan, general foreman, of the S. F. Bowser & Co., attended the course in boxing and crating, held this week at the Forest Products Laboratory, Madison, Wis. The laboratory is a subsidiary of the United States Forestry Service and the course is given several times each year for the purpose of instructing representatives of interested industrial organizations in approved methods of conservation through proper packing. The instruction includes lectures, demonstrations and tests.

ILLINOIS OIL WELLS YIELD 8,000,000 BBLs.

Springfield, Ill., May 18.—Eight million barrels of oil were produced last year from Illinois oil wells, according to Illinois Petroleum, the official publication of the Illinois State Geological Survey. The publication will hereafter be issued twice a quarter to keep the trade advised of developments in the Illinois field.

The survey reported that the year was fairly satisfactory with the number of dry holes reasonably low and producing wells the largest in history. Production was nearly equal that of 1924.

PRICES ARE LOWERED ON AC SPARK PLUGS

Flint, Mich., May 18.—Announcement of a reduction in price on the new improved line of AC Spark Plugs is made by the AC Spark Plug Company. The price reduction is from \$1 to 75 cents on the regular line of AC Spark Plugs and from 75 cents to 50 cents on the AC 1075 for Fords.

HUSSEY WITH LYON

Aurora, Ill., May 18.—P. M. Hussey has been appointed to the staff of the Lyon Metallic Manufacturing Company as field service engineer. Mr. Hussey formerly represented the Farran-old Company. He will contact and service automotive jobbers in the states of Ohio, Indiana, Kentucky, Virginia and West Virginia.

The preference of bankers for Hupmobile is at once apparent to those dealers who contract for Hupmobile territory.

HUPMOBILE

EIGHTS and SIXES



New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

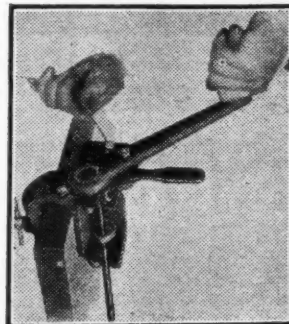
ADLAKE VENTILATORS



A new closed car ventilator has been placed on the market by the Adams & Westlake Company, 50 Church St., New York city, which, it is claimed, will give equally as good service in stormy weather as it does in clear weather.

The new device fits into the roof of the car and is so arranged that the dome lighting is not interfered with. According to the makers, the construction of the ventilator is such that it will not cause a draft in the car and will not let in water or snow, and at the same time, it is claimed, the ventilating action of it is sufficient to completely change the air in the car every seven to ten minutes. Another advantage claimed is that the ventilator is scarcely visible to one passing in the street.

RAPID SPRING WINDER



A machine for making coil springs of various sizes and lengths has been placed on the market by The Fostoria Screw Company, Fostoria, Ill. The new machine is said to be easy to operate and will save much valuable time in turning out coil springs to suit any particular need in either left or right hand "lead" in a few minutes.

According to the makers the winder is so constructed that it requires no more strength than that of a boy to turn out a heavy spring.

Miller Rubber Co. Founded on Aim Of Quality Product

Akron, O., May 18.—The histories of the great corporations are always interesting, especially if one seeks for the underlying principles which have been responsible for the remarkable growth such organizations have made.

In the rubber industry the history of the Miller Rubber Company represents a really romantic history, which centers about the splendid relationship and co-operative effort of the two Pfeiffer brothers, the heads of the company, coupled with an unusual degree of loyalty upon the part of other executives and department heads.

When a firm grows from a \$250 business to a \$60,000,000 corporation, it is certain that there is always an underlying dominant factor upon which success was founded. In this connection it is interesting to note that Miller has had thirty years of strict adherence to the one ideal of building a high quality product.

From a single frame building, one story high, and only 20 by 50 feet, 36 years ago, the plant now consists of more than twenty-six factory buildings, which cover over twenty-eight acres of floor space, and recent additions such as the new reclaiming plant have made this total even greater.

One point more than anything else stands out in the history of most part the original executives, the loyalty of the men the Pfeiffer brothers chose as the company executives. Directors first elected are still serving and the heads of the various departments are for the most part products, which include who have stayed with the organization right through.

In fact, not only in the rubber industry, but in any industry the record growth that Miller has had with the same organization banded together all through the years is believed to be almost without parallel.

In the beginning the company manufactured d'pped goods and sundries. It was not until about fifteen years ago that Miller added the production of tires to its list. Today the company makes a diversified list of rubbers, tubes, surgeons' supplies, dry goods sundries, bath caps, aprons, sponges, hospital and household goods, rubber toys, rubber heels, mechanical goods, accessories, etc.

Jacob Pfeiffer is the president of the company and William F. Pfeiffer, his brother, is treasurer, secretary and general manager.

Vim Tire Service Signs Up Contracts

Kansas City, May 18.—The local office of the Vim Tire Service Chain Stores Company reports that exclusive franchise contracts in other cities are beginning to line up rapidly.

This service, which is becoming nationally known, was originated in August, 1924, by V. I. Mayfield, of Falls City, Neb., since which time it has been very successfully operated. It is fully protected by copyright and trade mark registration.

This system links all stations together so that even while traveling each authorized patron receives the benefits of Vim Service, at all Vim stations as well as at their home station.

It comprises many advantages to both the dealers and patrons. Among the advantages to the patrons are: Posted price lists insuring fair and equal prices, more efficient service and greater savings; and to the dealer, a greater volume of business and greater buying power, thus reducing overhead and increasing profits, and concentrating business with a trade territory covering the United States.

ROCHESTER READY FOR MOTOR FIRE APPARATUS

Rochester, N. Y., May 18.—Specifications will be prepared and bids sought within the next few weeks for \$175,000 worth of motorized fire apparatus, which will complete the motorization of the Rochester Fire Department as authorized by the Common Council.

Mayor Van Zandt has returned from New York, where he inspected the New York department, with which, he says, he was greatly impressed. Twelve pumpers, an aerial truck and water tower will be purchased. There are still forty-eight horses in service in this city of nearly 400,000, but the apparatus to be purchased this summer will entirely replace the horses.

Heilman Moves to New Post at Detroit

Evansville, Ind., May 18.—J. R. Heilman, Southern territorial sales manager of Graham Brothers, left here Sunday to make his home in Detroit, following his appointment as director of commercial car and truck division sales with Dodge Brothers, Inc.

Mr. Heilman has been Graham Brothers Southern territorial sales manager since January 1. During his managership sales of Graham Brothers and Dodge Brothers trucks have made wonderful gains.

The popularity of the New G-Boy one-ton Graham Brothers truck keeps 60 per cent. of the total production schedule at the local Graham plant on this model. Total daily production for the past week continued at 100 trucks a day, Mr. Heilman reported. Shipments of trucks are being made as fast as they are produced, it was said.

Columbia Coach Co. Organized in West

Olympia, Wash., May 18.—Organization of the Columbia Gorge Motor Coach Company, capitalized for \$200,000, has just been announced. The new concern has taken over operation of the Portland, Ore.-Vancouver, Wash., and Portland, Camas, Wash.-Washougal, Wash., divisions of the Camas Stage Company, the Portland-Pendleton, Ore., route and Mount Hood, Ore., loop stages.

Involved in the transaction was the purchase of thirty-eight motor coaches. Ten cars are now under construction for special use of the Columbia River Gorge route and the Mount Hood loop route. These are the Fageol de luxe parlor car type.

W. T. Crawford, president and general manager of the new concern, was a pioneer in the development of the Camas Stage Company, and will continue to direct the policy of the Portland, Ore., Kelso, Wash., division of that company. The Camas Stage Company, incorporated in 1921, is one of the largest motor transportation companies in the Pacific Northwest.

V. P. OF GOODYEAR CO. GETS HONORARY DEGREE

Akron, O., May 18.—Dr. Karl Arnstein, vice-president of the Goodyear-Zeppelin Corporation, the builder of the airship Los Angeles and ninety other Zeppelins, has had the honorary degree of doctor of engineering conferred upon him by the Technical University of Aachen, one of Europe's foremost scientific institutions. Dr. Arnstein has also been awarded the degree of doctor of technical science by the Technical University of Prague.

The honorary degree was granted to the Akron man by the president and faculty board of the famous old university in recognition of "his eminent merits and accomplishments in the development of airship construction and especially for the establishment of scientific foundation of design and calculation of the rigid airship," his diploma from Aachen stated.

TRAFFIC OFFICER IN JERUSALEM. The signpost at the extreme left of the picture is written in five languages, so that there is small chance of the tourist going wrong. This sign is at the intersection of the Jaffa and Hebron roads.



TUSCAN TIRE PLANT AT CAPACITY PRODUCTION

Carrollton, O., May 18.—Operations at the factories of the Tuscan Tire and Rubber Company are now running at capacity, with day and night shifts, officials of the concern announced recently.

"For the past several weeks we have been rushed to capacity with orders and operations will continue at peak throughout the summer months," an official said. Production at the factories at the present time is in excess of 400 tires a day.

HOUSTON FIRESTONE CO. IN NEW BUILDING

Houston, Tex., May 18.—The local Firestone Tire and Rubber Company branch is now settled in the company's new building. This new structure has 50 per cent. more floor space and is one of the most modern tire stores in Houston.

It was said. Until recently this factory devoted much of its time to the manufacture of drug sundries and surgical gloves, neglecting tire production.

MALONE REPORTS ON TIRE OUTLOOK

Waupun, Wis., May 18.—General optimism over the business outlook during the next few months is expressed by automotive jobbers throughout the East, according to R. E. Malone, assistant sales manager of the C. A. Shaler Company here, who has just returned from a trip through most of the states in the eastern half of the United States.

Mr. Malone was especially interested in demonstrating the new line of Shaler balloon tire vulcanizers for repair shops. Everywhere he found a spirit of confidence and preparations being made to handle an unusually large volume of business.

He reported that one of the largest mercantile houses in the United States, which does a nationwide business, had in stock 500,000 automobile tires to meet its June demands and that this house now has daily approximately 40,000 tires on the rails in transit on its orders.

Mr. Malone also reported that the C. A. Shaler Company is enjoying the most prosperous year of its career. Business done this far this year, he said, shows an increase of over 50 per cent. over the corresponding period in 1925.

WEISMAN
QUEEN
QUALITY
LUGGAGE

TRUNKS
For All Cars

Largest exclusive maker
of auto trunks. Quick
service from stock.
Weisman Luggage Mfg. Corp.
Syracuse, N. Y.






MOON-DIANA

The bare announcement of a new light Six under \$1000 to be introduced by Moon in the early summer has brought hundreds of inquiries from some of the most progressive dealers the world over. Get the latest news of this development. It means at least double the volume for the Moon dealer.

Alvin A. ...
President.

MOON MOTOR CAR COMPANY

ST. LOUIS, U. S. A.

MAKERS OF MOON SIXES AND DIANA EIGHTS

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, MAY 19, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal. 1037 Henry Building, Seattle, Wash. E. T. Burke, 124 Pearl St., Buffalo, N. Y.
Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y. Telephone Franklin 3900.
Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00. Single copies, 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

Copyright, 1926, Automotive Daily News Publishing Corporation.

They Won't Buy Unless You Ask 'Em

SOME years ago the Automotive Equipment Association launched an "ask 'em to buy" campaign in favor of a more aggressive policy by automotive merchants. Human nature is so constituted that it seldom remembers or even knows what it wants without being reminded. Salesmanship is largely built on this fundamental. But many employees never heard of this idea of reminding customers of possible wants or needs beyond the specific purchase that brings them into the shop. The "ask 'em to buy" campaign was designed to remedy this oversight.

The other day J. E. Duffield of the Automotive Equipment Association tried an experiment. He drove a battered old car up and down the streets of a Middle Western city, going into all sorts of accessory stores for small purchases and in the course of a whole day's campaign never once was asked to buy an article except the one that he had come for, not even when he dropped palpable hints that he was a logical buyer of some piece of equipment.

Apparently the present generation of salesmen has forgotten that selling means more than supplying a visitor with just what he comes in to buy. A real salesman will make every purchase a springboard from which to lead the customer on to further purchase of articles that he probably needs or wants, but has overlooked or forgotten.

Mr. Duffield also calls attention to the fact that of our American cars twenty-eight do not come equipped with clocks, twenty-one do not have motometers, forty-three lack spotlights, thirty-five do not have cigar lighters, eighteen are not equipped with stoplights, thirty-one have no bumpers and thirty-one are not provided with heaters. Here alone is a field for salesmanship that is ready made. BUT you never will sell unless you "ask 'em to buy."

Signboards Again

IN a recent issue of the Automotive Daily News we called attention to possible danger from the erection of signboards at highway intersections. There is no question that a possibility of danger lurks in these outdoor advertising signs, if they are improperly placed. There have been specific instances where an ordinarily safe road crossing has been made dangerous by the erection of a signboard that obscured the view, so that oncoming drivers did not have a chance to see traffic that might be about to cross their paths.

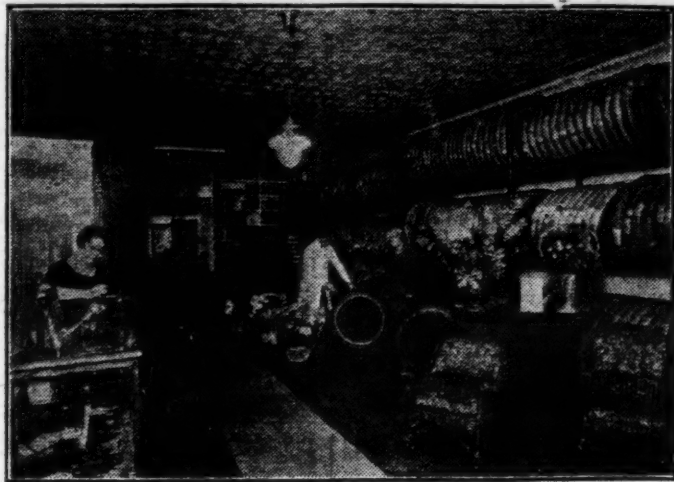
An official of one of the companies engaged in signboard development informs us that his company always chooses a site for its sign that will be absolutely safe from the point of view of users of the highway. He further states that any time his company makes a mistake and places a sign where it is a danger to drivers, it will be glad to move it, as soon as its attention is called to the matter. This is a public-spirited stand, which we are glad to note.

Automotive men should take the lead in calling the attention of the erecting company to signs which are dangerously placed.

In 1917, with 5,000,000 motor vehicles running in this country, there were 9,097 fatal accidents involving cars or trucks. In 1925, with nearly 20,000,000 cars and motor trucks in operation, there were 19,828 fatal accidents. In 1917 the fatalities were 178 for every 100,000 vehicles registered. In 1925 there were 100 fatalities for every 100,000 registrations. This shows that the average driver has become more careful, but the terrible total points the need for EVEN MORE CARE.

Three French and two British cars are entered for the 500-mile race at Indianapolis on Decoration Day. They will find a warm welcome, a fair field, and in all probability several American cars that are faster.

Makes Success of Selling Tires on Payment Plan



CHICAGO, May 18.—There has been much discussion, pro and con, relative to the success of the time-payment plan. The spectacular growth of the S. C. S. Tires Corporation, in Chicago, whose store is illustrated above, proves in a conclusive way that there is a definite field for "pay-as-you-ride" tire selling, but that the plan must be administered only by men with long experience in the credit business.

The whole discussion boils itself down to the fact that the personal equation determines the success or failure of any time-payment plan.

Printed below is a letter recently written by Charles V. Clancy, president of the S. C. S. Tires Corporation, who, with Frank B. Stokes and John P. Scanlan, started in the tire business on the time-payment basis, with no knowledge of the tire business but with definite experience in the credit and loan business. By strict application of the rules which guided them in their financial loan business to the tire business, they have succeeded in a manner which has attracted wide attention.

It will be noted from the above picture of one of the S. C. S. stores that it is arranged as a high-class merchandising institution, with selling and service facilities definitely separated, but highly efficient in all respects. Mr. Clancy's letter answers a timely question:

"In outlining our plans for operating a time-payment plan tire store, it was necessary for us to get in contact with the credit managers of the large tire companies, and, much to our surprise, we were given a very short but firm interview by all but one, in which they stated that the idea was absolutely ridiculous, and they would not consent to the granting of any credit to us on this proposition.

"Here we were with store leased and contract let for the necessary equipment essential to open a real merchandise store for the selling of automobile tires and our credit hampered by the fact that we were to sell tires on time-payment plan. Understand, we explained to all these gentlemen the fact that we were not tire men, but had been and still were connected for the last twelve years with the largest loan company in the state and knew the credit angle from every standpoint.

This argument appealed to none of them; they were firm in their stand that the idea was not practical, and finally we interviewed H. M. Johnson of the Mason Tire and Rubber Company with the same proposition, and went over the idea the same as with the others, and he frankly admitted our plan to be a logical one, one he would agree to extend us the necessary credit, which he did, and we started handling Mason tires, to the benefit of ourselves as well as the Mason Tire and Rubber Company.

"Our first store was opened at 3234 West Jackson Boulevard, which is located on the west side of Chicago, on April 18, 1925, and the business progressed so rapidly that on July 1, 1925, for the convenience of our patrons, we opened a north side store at 4741 North Kedzie Ave., and a south side store at 6607 South Cottage Grove Ave., thereby being able to reach the entire population of the city.

"The success we have met

with has been very gratifying and bears out our contention that the firm which is not giving real service, together with courtesy and satisfaction, will soon start on a backward trend. In this great city of Chicago the word "success" did not mean much to the average tire store, but we have impressed on all our employees that the corner stone of the S. C. S. Tires is service, courtesy and satisfaction and must be carried out at all times and to the minutest detail.

"In Chicago quite a few tire payment plan houses have started since our entry into the field, only to find it not profitable, owing to the fact that they absolutely knew nothing about credit systems and the necessary information required before the sale is made. Our knowledge, obtained in the credit field for the last twelve years, has been the reason for 95 per cent. of our success. I say this in all sincerity, and unless one is surrounded by men whose knowledge of credits is of long standing, I, myself, would hesitate in extending credit.

"It is gratifying to know that these same credit men who were so adverse to extending us credit before, are only too anxious to have us place their tires in our stores at the present time; but we have built up a wonderful business in Mason tires, and in the many carloads that we have purchased from them I can truthfully say that our adjustments have not reached twenty-five, proving that their tire is one that we are proud of and one that our customers are satisfied with.

"A visit to any of our stores will convince you that it is arranged for the comfort and convenience of our patrons—private offices, lounging rooms, together with every convenience necessary to appeal to the buying public, as they are the people who are supplying the seed for the growth of a healthy and prosperous business."

SEEK GREATER TOURING RADIUS

Stephens Says Car Riding Qualities Determine Lengths of Trips

DETROIT, Mich., May 18.—

Indicative of the increasing popularity of overland driving by automobile are reports from all parts of the country, showing an unprecedented number of purchases of new cars for use on long tours during the vacation season. Records of gasoline consumption show that each individual car is today covering 40 per cent. more miles per year than was the case five years ago. In the opinion of H. M. Stephens, general sales manager of the Cadillac Motor Car Company, this wider use of automobiles proves a great incentive to the purchase of the higher-priced cars.

"In stressing the growth in the number of cars in operation," states Mr. Stephens, "we sometimes overlook the greater mileage traveled per car per year. Most of this increase is made in trips between widely separated points. Improved roads and greater dependability and comfort in the cars of today have stimulated driving; and we find an increasing number of experienced long-distance drivers who have been converted to using only cars of the highest grade.

"On long trips, time is usually a vital factor, and sustained speeds are necessary. Frequently, returning owners state that they have averaged 280 to 300 miles per day across the country. Sometimes more than 500 miles are made without undue fatigue.

"In continued travel the comfort of passengers and of the driver is a greater factor in determining the distance covered than the ability of the car to travel at 30 or 90 miles an hour.

"With perfected riding qualities, a car may be driven at 50 miles an hour with ease and comfort, while another car doing 35 miles an hour on ordinary roads will give the occupants a sensation of driving at a terrific pace.

"In order to assure perfected performance and comfort under every driving condition, most cars in the finer classes are large; but size and weight are only incidental to the requirements of design and construction to attain that end.

"In boulevard driving, for example, no one really gets acquainted with his car. It is out on the open highway where the road may be concrete, gravel, sand or deep mud, and smooth or rough, that its real performance becomes apparent.

"The increasing use of cars in touring and for business travel between distant points has, we believe, been a substantial factor in our increased sales. The car is built to perform at continuous high speeds without effort. Long drives can be made in a day without tiring."

Automotive Daily News BUYERS' DIRECTORY and GUIDE

VENTILATORS



POSITIVE VENTILATION FOR CLOSED CARS

THE NICHOLS-LINTERN CO.
7940 Lorain Ave., Cleveland, Ohio

FLEET OWNER LISTS.

Get Some Fleet Owner Business

LARGE VOLUME

ALMOST NO CREDIT RISK

Referring to Nationally Known Fleet Operators who are "repeat order" buyers of your product is a powerful sales argument.

Ask about my list.

MORRIS E. MACNOL, 1817 5th Ave., N.Y.

Dealer Activities

NEW FLINT DEALER NAMED IN CLEVELAND

Cleveland, May 18.—E. S. Dowd, general manager of the Cleveland Flint Company, announces the appointment of O. A. Erb, 12201 Euclid Ave., as an associate Flint dealer.

TO SELL STAR AND DURANT IN WINCHENDON, MASS.

Winchendon, Mass., May 18.—Nelson LaFleur, of the Winchendon Automobile Company, will handle the Star and Durant in Winchendon and vicinity, it is announced.

BELL OPENS USED CAR MARKET IN CHICAGO

Chicago, May 18.—L. G. Bell, widely known in Chicago automobile trade circles, has just organized the Bell Motor Sales and will market used cars at 3360 Ogden Ave.

CHEVROLET DEALER HOLDS CLASS AT EVANSVILLE

Evansville, Ind., May 18.—The General Chevrolet Sales Company, Chevrolet dealer, is holding a weekly sales class in its salesroom. The course, which consists of five lessons, has been arranged as part of the General Motors national program in the interest of salesmanship. Gorge M. Crouch, manager of the local Chevrolet branch, conducted the class.

OPENS DEALERSHIP FOR PACKARD IN CHICAGO

Chicago, May 18.—John S. Jackson & Co., former dealer for another car, has acquired the Packard franchise for Woodlawn, with headquarters at 6140 Cottage Grove Ave. The firm was formerly the South Side Motor Car Company, Inc.

PARTNERSHIP DISSOLVED IN BRISTOL, PA., DEALERSHIP

Bristol, Pa., May 18.—The partnership in Bristol Paige and Jewett

Company, formerly owned by Charles Nadler and Albert Jenne-gen, has been dissolved. Mr. Nadler will continue the business.

FORD DEALERSHIP OPENS IN PE ELL, WASH., WITH DANCE

Olympia, Wash., May 18.—The Espeland Motor Company, new Pe Ell, Wash., Ford dealership, recently opened for business with a public dance and house-warming. Walter Espeland is manager.

DUNN CO. OPENS USED CAR-QUARTERS IN SYRACUSE

Syracuse, N. Y., May 18.—The Dunn Motor Company of Eastwood has established used car salesrooms in this city.

NEW AUBURN DEALERSHIP OPENS IN HARTFORD, CONN.

Hartford, Conn., May 18.—H. A. Rogers, for several years past with the service department of Russell P. Taber, Inc., and K. G. Flenke, have just formed the Rogers & Flenke Motor Company, opening a sales and service station at 957 Main St., East Hartford. The Auburn has been taken on as an associate dealer under the Central Motor Car Company of Hartford.

Personal Items

OLSEN TO DIRECT SALES

Philadelphia, May 18.—F. L. Vallant, general manager of the Flint Motor Company's factory branch in Philadelphia, announces the appointment of W. F. Olsen as a retail sales manager. A little more than a year ago Mr. Olsen won an automobile for making more sales than any other Flint salesman in the United States over a given period of time. Since that time he has been manager of Flint branches in Indianapolis, Ind., and Columbus, O., but spent the past winter in Florida.

SNYDER A CANDIDATE

Minneapolis, May 18.—John P. Snyder of the Snyder Automotive Company, Potts Motor Company and Carpenter-Snyder Company of this city, is a candidate for state representative in the election to be held on June 21.

DICKINSON AT "AD" MEET

Chicago, May 17.—Frederick Dickinson, advertising manager of

the Hupp Motor Car Corporation, was among the out-of-town attendants at the national advertising convention here last week.

JONES TO DIRECT SALES

Los Angeles, May 18.—Leonard Jones, for many years with the Hupmobile organization in this city, has just been appointed sales manager of the Hupmobile used car department of Greer-Robbins Company at 516 West Pico St.

ORR TOURING SOUTH

Chicago, May 18.—G. V. Orr, manager of the Chicago interests of Willys-Overland, Inc., and his wife, have been touring the South. Mr. Orr addressed the Texas Automobile State Dealers' Association at Galveston.

WRIGGLESWORTH NAMED

San Antonio, Tex., May 18.—The Barry Motor Company of this city, Oldsmobile dealer and distributor of Paige and Jewett cars, announces the appointment of Cyril Wigglesworth as sales manager in charge of all sales. Other additions to the sales staff include Neal Thompson and Paul C. Frank as retail salesmen.

Improvements

BARNES CO. TO BUILD

Cleveland, May 18.—New headquarters for the rapidly expanding business of the Barnes Motor Company, northern Ohio distributor of Dodge cars and trucks, are to be erected this year on a site at 2830 Prospect Ave., running through to Carnegie Avenue, and fronting 100 feet on each thoroughfare. The parcel is 376 feet deep. Because of the builders' strike here, only one or two floors will be erected this season, although the foundation will be planned to carry four or five floors to house the company's commercial car and service departments. The company's lease on its present location as Prospect Avenue and East 1st Street has two years to run. The company is also planning to erect a three-story building on Branch Road, just north of Euclid Avenue, in the east end.

\$30,000 FOR ADDITION

Portsmouth, O., May 18 (U. T. P. S.).—The contract for the erection of a large addition in the rear of the Studebaker salesroom has been awarded by E. L. Stephens, distributor for Scioto county. The contract includes the remodeling of the salesroom, and in all about \$30,000 will be spent. Mr. Stephens is using the O. N. G. armory building, on Front Street, while construction is under way.

TRUCK COMPANY TO BUILD

Chicago, May 18.—The Hendrickson Motor Truck Company, 3534 South Wabash Ave., has just purchased an additional fifty feet of ground adjoining its present place on the north. Residences now on this property will be removed and a new one-story building erected.

OPENS NEW BRANCH

Los Angeles, May 18.—The Wilshire Motors has just opened its new Auburn salesrooms at 5539 Sunset Boulevard. Besides a commodious sales floor, the building provides a large, well-equipped service department. E. C. Higgins is manager of the new dealer branch.

REO ADDING STORY

Chicago, May 18.—The uptown branch of the Reo Motor Car Company has added another story to its building at 5710 Broadway. The new floor will be used for service. A part of the second floor will be rented to the dealer in that section for the Pierce-Arrow.

BUILDING \$25,000 ADDITION

Grand Forks, N. D., May 18.—An addition costing \$25,000 is being built to the Stearns Motor Company building at Minot to take care of increased business. It is one of three proposed units planned by L. C. Stearns, head of the company, to be constructed on the ramp plan.

The BUICK Franchise means Stabilized Prices

Buick maintains stable prices for the protection of owners and dealers alike.

This is possible because quality, not price, is established

as the Buick measure of value—

And because great volume enables Buick to establish prices at consistently low levels.

Those who desire the Buick Franchise should have their names on file.

the Better BUICK

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Division of General Motors Corporation

Pioneer Builders of Valve-in-Head Motor Cars

Branches in all Principal Cities—Dealers Everywhere

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

1
9
2
6

XUM

Financial News of the Automotive Industry

BLACK & DECKER PAY OFF BONDS

1920 Issue Called in 4½ Years Before Due; Company Expands

Towson, Md., May 18.—S. D. Black, president of the Black & Decker Manufacturing Company, announces that all outstanding first mortgage bonds remaining from the bond issue of the company December 1, 1920, payable in ten years' time, are now being called for payment June 1.

The fact that these bonds are being paid off four years and a half in advance of maturity is an indication of the rapid growth and sound financial standing of the company.

Twenty thousand square feet of additional factory space was added to the Towson plant in 1925 and a modern fireproof administration building was also erected at Towson to house the business offices of the company. Branch offices have been opened in various parts of this country and Canada until the total now reaches sixteen.

Early in 1926 the Black & Decker Manufacturing Company pur-

Fisk Rubber Co. Business Is Good

New York, May 18.—The Fisk Rubber Company's business during the present year will at least equal that of 1925, "despite the talk of depression in Wall Street," asserted H. T. Dunn, president of the above company, who returned here yesterday on the United States liner Leviathan.

Mr. Dunn declined to discuss his company's foreign sales other than to say that he found the branch office of the Fisk company in London "doing a nice business."

General business in England will improve following the termination of the British general strike, predicted Mr. Dunn.

chased outright the properties and patents of the Marschke Manufacturing Company of Indianapolis, manufacturers of a complete line of heavy duty grinders and buffers, and is operating this grinder division of its plant at the same factory location heretofore used by the former company.

Within the last thirty days 30,000 square feet of property have been purchased in Oakland, Cal., and contract let for the erection of a fireproof building to be used as Pacific Coast sales headquarters, service and warehousing.

STEEL PRODUCTION IN CHICAGO UNCHANGED

Chicago, May 18.—Chicago district steel production is virtually unchanged. United States Steel Corporation has twenty-one out of twenty-seven blast furnaces blowing. Inland Steel Company will have one furnace down this week for repairs, leaving three of four in operation. Thirty-one of thirty-six blast furnaces and eight of ten merchant stocks are active in this district.

Little Action on Rubber Exchange

New York, May 18.—Little was done in crude rubber yesterday, especially in the outside market, which moved within very narrow limits and showed only a continuation of the recent slow decline.

Outside prices were off about ½ cent at the close, but the nominal asking prices could probably have been shaded ¼ cent more on a bid. There were very few of these in the market. Until factories are buyers, it is unlikely that prices will respond to any great extent. London stocks were down a little over 100 tons on the week, but this slight change had no effect either here or in the London market.

RUBBER EXCHANGE OF NEW YORK

	Open's	High	Low	Closing
June	46.00	46.80	46.50	46.60
July	44.00	44.30	43.70	43.70
August	44.00	44.00	43.50	43.50
September	43.00	43.00	42.50	42.50
October	43.00	43.00	42.50	42.50
November	43.20	43.20	42.50	42.50
December	43.20	43.20	42.50	42.50

*Nominal.
OUTSIDE CLOSING PRICES
Plantations—
First latex crepe, spot... 48 48 48

WESTINGHOUSE E. & M. CO. MAKES ANNUAL REPORT

New York, May 18.—(Report of Westinghouse Electric and Manufacturing Company for year ended March 31, 1926, shows net income of \$14,122,001 after interest, depreciation, Federal taxes, etc., equivalent to \$5.95 a share (par \$50) earned on outstanding \$118,503,150 combined preferred and common stock, the two issues sharing alike in dividends after 7 per cent. has been paid on the common. This compares with \$15,324,364 or 6.46 in previous year.

May	48 1/2
June	47 1/2
July-September	45 1/2
October-December	45 1/2
Ribbed smoked sheets, spot	47 1/2
May	46 1/2
June	46 1/2
July-September	44 1/2
October-December	44 1/2
Brown crepe, thin, clean	42 1/2
Specy	38
No. 1 rolled	39
Amber—No. 2	44
No. 3	43
No. 4	42
Caucho Balls—Upper	23
Lower	22
Cameta	26
Para—Up-river, fine, spot	40
do coarse	38
Island, fine	38
Centrais—Corinto scrap	23
Esmeraldas	23
Mexican scrap	27
*Guayule, washed and dried	34
Balata—Block, Ciudad	63
Block, Bolombia	65
Panama	43
Sheet	72

*Two slightly different grades of this product are offered as the output of separate factories. The range in prices covers quotations on both brands.

SCRAP RUBBER	
Boots and shoes	1 1/2 @ 2
Arctics, trimmed	1 1/2 @ 1 1/2
Arctics, untrimmed	1 @ 1 1/2
Inner tubes, No. 1	5 @ 10
Inner tubes, No. 2	6 1/2 @ 7 1/2
Inner tubes, No. 2 red	5 1/2 @ 6 1/2
Hose, steam and garden	15.00 @ 17.00
ton delivered	22.00 @ 25.00
Hose, air brake, ton	22.00 @ 25.00
Tire, auto, white, ton	40.00 @ 55.00
Mixed auto tires	22.50 @ 25.00

TIME OUTPUT TO RETAIL DEMAND

Efficiency in Distribution Steadily Increasing

(Continued from Page 1)

ing the past winter than in any previous winter.

With telegraphic knowledge of retail conditions in every part of the country, sales departments are able to divert shipments from localities where special developments have retarded sales and send them to localities where demand has increased. A good example was in the coal strike last fall. Pennsylvania quotas were shipped to Texas. When Florida shipments became congested cars were diverted to the Northwest.

The experience of Dodge Brothers is that 56 per cent of their inventory is being turned every eleven days, while car materials as a whole are being turned more than twelve times a year.

Dodge Brothers were carrying more inventory in November, 1921, when production was 650 cars a day, than at present, when production is 1,650 a day. In 1920 an order for delivery in March meant any time up to the end of March; now deliveries are specified for a particular day of the month, and there is seldom a variance of more than twenty-four hours.

At the moment inventories are being rapidly reduced and cash balances are growing.

HUDSON DIVIDEND

Detroit, May 18.—Bankers who claim to be in touch with Hudson Motor situation say only the regular 75-cent quarterly dividend will be declared Thursday.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
18 1/2	10	3		Advance Rumely	100	10 1/4	10 1/4	+ 1/4
62 1/2	48 1/4	3		Advance Rumely pf.	200	48 1/4	48 1/4	+ 1/4
16	7 1/2	1		Ajax Rubber	300	8 1/2	8 1/2	+ 1/4
94 1/2	78 1/4	6		Allis-Chalmers	400	78 1/4	78 1/4	+ 1/4
110	105	7		Allis-Chalmers pf.	100	105 1/4	105 1/4	+ 1/4
34 1/2	15 1/2	1		Am. Bosch Magneto	400	16 1/2	16 1/2	+ 1/4
15 1/2	12 1/2	7		Am.-La France	400	12 1/2	12 1/2	+ 1/4
37 1/2	25	3		Briggs Mfg. Co.	600	26 1/2	26 1/2	+ 1/4
90 1/2	62 1/2	3		Case Thresh. Mach. Co.	300	80 1/2	80 1/2	+ 1/4
105 1/2	96	7		Case Thresh. M. Co. pf.	100	104 1/2	104 1/2	+ 1/4
26	13	7		Chandler-Cleve, Motor	700	12 1/2	12 1/2	+ 1/4
46 1/2	12 1/2	4		Chandler-Cleve, M. pf.	1,200	29 1/2	28 1/2	+ 1/4
49	44 1/4	4		Chicago Yellow Cab.	100	44 1/4	44 1/4	+ 1/4
54 1/2	28 1/2	3		Chrysler Corp.	26,200	30 1/4	29 1/2	+ 1/4
108	93	8		Chrysler Corp. pf.	400	99 1/2	99 1/2	+ 1/4
47 1/2	27 1/2	2		Commercial Credit	200	27 1/2	27 1/2	+ 1/4
103	10	80		Continental Motors	3,300	10 1/2	9 1/2	+ 1/4
47 1/2	22 1/2	1		Dodge Bros.	34,600	22 1/2	21 1/2	+ 1/4
88 1/2	80	7		Dodge Bros. pf.	2,400	80 1/2	79 1/2	+ 1/4
82 1/2	61 1/2	6.50		Electric Auto-Lite	300	62 1/2	62 1/2	+ 1/4
32 1/2	24 1/2	1		Eaton Axle & Spring	2,000	25 1/2	24 1/2	+ 1/4
79 1/2	71 1/2	5		Electric Stor. Battery	100	76 1/2	76 1/2	+ 1/4
105 1/2	78 1/2	5		Fisher Body	4,700	80 1/2	79 1/2	+ 1/4
26 1/2	14 1/2	1		Fisk Rubber	7,600	15 1/2	15 1/2	+ 1/4
42	29	3.75		Gabriel Snubber A.	800	33 1/2	33 1/2	+ 1/4
286 1/2	285	8		General Electric	5,100	310 1/2	310 1/2	+ 1/4
11 1/2	11	.60		General Electric, Spec.	1,600	11 1/2	11 1/2	+ 1/4
125 1/2	113 1/2	16		General Motors	22,100	125 1/2	124 1/2	+ 1/4
115 1/2	113 1/2	7		General Motors pf.	100	115 1/2	115 1/2	+ 1/4
70 1/2	46 1/2	4		Goodrich Co.	400	46 1/2	45 1/2	+ 1/4
100	96 1/2	7		Goodrich Co. 1st pf.	100	98 1/2	98 1/2	+ 1/4
109 1/2	98 1/2	7		Goodyear T. & R. pf.	100	99 1/2	99 1/2	+ 1/4
46	31 1/2	3.25		Hayes Wheel	300	31 1/2	31 1/2	+ 1/4
123 1/2	56	3		Hudson Motor Car	69,500	56 1/2	55 1/2	+ 1/4
21 1/2	18	2		Hupp Motor Car	4,900	18 1/2	18 1/2	+ 1/4
21 1/2	18	2		Indian Motorcycle	800	20 1/2	19 1/2	+ 1/4
66	26 1/2	3		Jordan Motor Car	2,800	27 1/2	26 1/2	+ 1/4
21 1/2	12 1/2	1		Kelly-Springfield	300	12 1/2	12 1/2	+ 1/4
74 1/2	55	6		Kelly-Springfield 88 pf.	300	55 1/2	55 1/2	+ 1/4
126	86	6		Kelsey Wheel	300	87 1/2	87 1/2	+ 1/4
14	8 1/2	1		Keystone T. & R.	1,200	9 1/2	9 1/2	+ 1/4
159	102 1/2	6		Lee Rubber & Tire	800	9 1/2	9 1/2	+ 1/4
33	27	2		Mack Trucks	12,800	108 1/2	106 1/2	+ 1/4
44 1/2	33	2		Marlin Rockwell	100	29 1/2	29 1/2	+ 1/4
37 1/2	21 1/2	3		Miller Rubber	500	32 1/2	30 1/2	+ 1/4
52 1/2	34	3.60		Moon Motors	1,400	22 1/2	21 1/2	+ 1/4
23 1/2	24	1		Moto Motor A.	700	27 1/2	27 1/2	+ 1/4
15 1/2	2	1		Murray Body	1,900	24 1/2	23 1/2	+ 1/4
66	55	1		Nash Motors	6,000	53 1/2	53 1/2	+ 1/4
15 1/2	8 1/2	1.60		Norwalk T. & R.	100	8 1/2	8 1/2	+ 1/4
43 1/2	31 1/2	2		Packard Motor Car	3,300	32 1/2	32 1/2	+ 1/4
28 1/2	13 1/2	1.50		Paige-Detroit Motor	2,300	13 1/2	13 1/2	+ 1/4
49 1/2	19	1		Pierce-Arrow	9,000	20 1/2	19 1/2	+ 1/4
108 1/2	76 1/2	1		Pierce-Arrow pf.	3,100	82 1/2	82 1/2	+ 1/4
18 1/2	5 1/2	1		Reynolds Spring	1,300	6 1/2	6 1/2	+ 1/4
92 1/2	68 1/2	6		Stewart-Warner Speed	3,200	69 1/2	69 1/2	+ 1/4
77 1/2	62	6		Stromberg Carburetor	200	61 1/2	61 1/2	+ 1/4
61 1/2	43 1/2	5		Studebaker Co.	19,800	43 1/2	42 1/2	+ 1/4
56 1/2	44 1/2	4		Timken Roller Bear	4,300	49 1/2	47 1/2	+ 1/4
88 1/2	51 1/2	8		U. S. Rubber	14,200	52 1/2	51 1/2	+ 1/4
109	101 1/2	8		U. S. Rubber 1st pf.	200	104 1/2	104 1/2	+ 1/4
90	51 1/2	4		White Motors	2,300	52 1/2	51 1/2	+ 1/4
34	18 1/2	1		Willys-Overland	27,600	19 1/2	18 1/2	+ 1/4
91 1/2	7	7		Willys-Overland pf.	400	94 1/2	94 1/2	+ 1/4
32 1/2	22	.75		Yellow Tr. & C.	200	22 1/2	22 1/2	+ 1/4

NEW YORK CURB MARKET

Sales	High	Low	Last
1700 Auburn Auto	48 1/2	47	48 1/2
25 Bendix	26 1/2	26 1/2	26 1/2
100 Cont. Mot.	10	10	10
100 Pines W. Fr.	42	42	42
100 Reo Motor	19 1/2	19 1/2	19 1/2
3700 Stew. Warner	69 1/2	68 1/2	69 1/2
100 Yel. Truck, B.	22 1/2	22 1/2	22 1/2
65 Yel. Taxi	44	44	44

CLEVELAND

Sales	High	Low	Last
1700 Auburn Auto	48 1/2	47	48 1/2
25 Bendix	26 1/2	26 1/2	26 1/2
100 Cont. Mot.	10	10	10
100 Pines W. Fr.	42	42	42
100 Reo Motor	19 1/2	19 1/2	19 1/2
3700 Stew. Warner	69 1/2	68 1/2	69 1/2
100 Yel. Truck, B.	22 1/2	22 1/2	22 1/2
65 Yel. Taxi	44	44	44

CHICAGO

Sales	High	Low	Last
1700 Auburn Auto	48 1/2	47	48 1/2
25 Bendix	26 1/2	26 1/2	26 1/2
100 Cont. Mot.	10	10	10
100 Pines W. Fr.	42	42	42
100 Reo Motor	19 1/2	19 1/2	19 1/2
3700 Stew. Warner	69 1/2	68 1/2	69 1/2
100 Yel. Truck, B.	22 1/2	22 1/2	22 1/2
65 Yel. Taxi	44	44	44

DETROIT

Sales	High	Low	Last
200 Auto Body	2 1/2	2 1/2	2 1/2
200 C G Spring pf.	9	9	9
10 Ford Canada	486	486	486
600 Motor Wheel	23 1/2	23 1/2	23 1/2
1380 Packard	32 1/2	32 1/2	32 1/2
1225 Paige	15	15	15
1242 Reo	19 1/2	19 1/2	19 1/2
150 Timken Axle	9	9	9

(The above tables show the automotive stock movement for Monday.)

The greatest profit year for Peerless dealers

A SALES increase of nearly 300%.
That's what Peerless showed
for the first three months of 1926
against the same period of last year.

Never has the opportunity for a
Peerless dealer been so great. Never
has Peerless built so complete a
line of cars. Never has the Peerless
price range been so all-inclusive.

And remember—Peerless dealers
have always made money.

This year no other franchise holds
such profit possibilities for dealers.

If Peerless is not represented in
your town, get in touch with us right
away. Learn about the Peerless
plans and the Peerless proposition.
Wire—write—or phone.

PEERLESS MOTOR CAR CORPORATION, CLEVELAND, OHIO

Manufacturers of the 90° V-type Eight-69, the Remarkable Six-80
and the powerful Six-72

